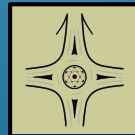


# Collaboration Corvallis

a community planning partnership

Dr. Robert Reff, Oregon State University  
Mr. Eric Adams, PLANNEXT

Neighborhoods U.S.A  
2014 National Conference  
Eugene, Oregon



# “The American College Town”

Ellensburg, WA

Pullman, WA

Corvallis, OR

Eugene, OR

Arcata, CA

Davis, CA

Berkeley, CA

Claremont, CA

Missoula, MT

Laramie, WY

Provo, UT

Grand Forks, ND

Vermillion, SD

Chadron, NE

Northfield, MN

Decorah, IA

Iowa City, IA

Manhattan, KS

Lawrence, KS

Baldwin City, KS

Stillwater, OK

Langston, OK

Norman, OK

Warrensburg, MO

Searcy, AR

College Station, TX

San Marcos, TX

Grambling, LA

Champaign-Urbana, IL

Carbondale, IN

Greencastle, IN

Bloomington, IN

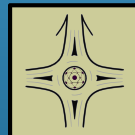
Murray, KY

Houghton, MI

Ann Arbor, MI

Oberlin, OH

Source: “The American College Town”,  
Blake Gumprecht, 2009



# College Town Characteristics

- *Average Median Age* – 26 years old; 10 years younger than U.S. median.
- *Cost of Living* – averaged 2.4% higher than U.S. average in 2005.
- *Housing Costs* – averaged 4.5% higher than U.S. average.
- *Low Unemployment Rates* – 13 of top 26 metro areas with lowest unemployment rates
- Less religious; more likely to walk or bike to work; listen to public radio; vote left-wing; and shop at grocery co-ops.

Source: “The American College Town”,  
Blake Gumprecht, 2009





# Community Characteristics

## Corvallis

- *Population* – approx. 55,000: 20-24 year olds more than 50% (2,600 people) of 2000-2010 population increase
- *Median Age* – 26
- *Largest Employers* – OSU, Hewlett-Packard, Good Samaritan Regional Medical Center
- *Housing Mix* – 58% of dwelling units are “rentals”

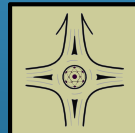
## OSU

- *2013 Fall Enrollment* – 23,000 undergraduates
- *Students living on campus* – approx. 20%

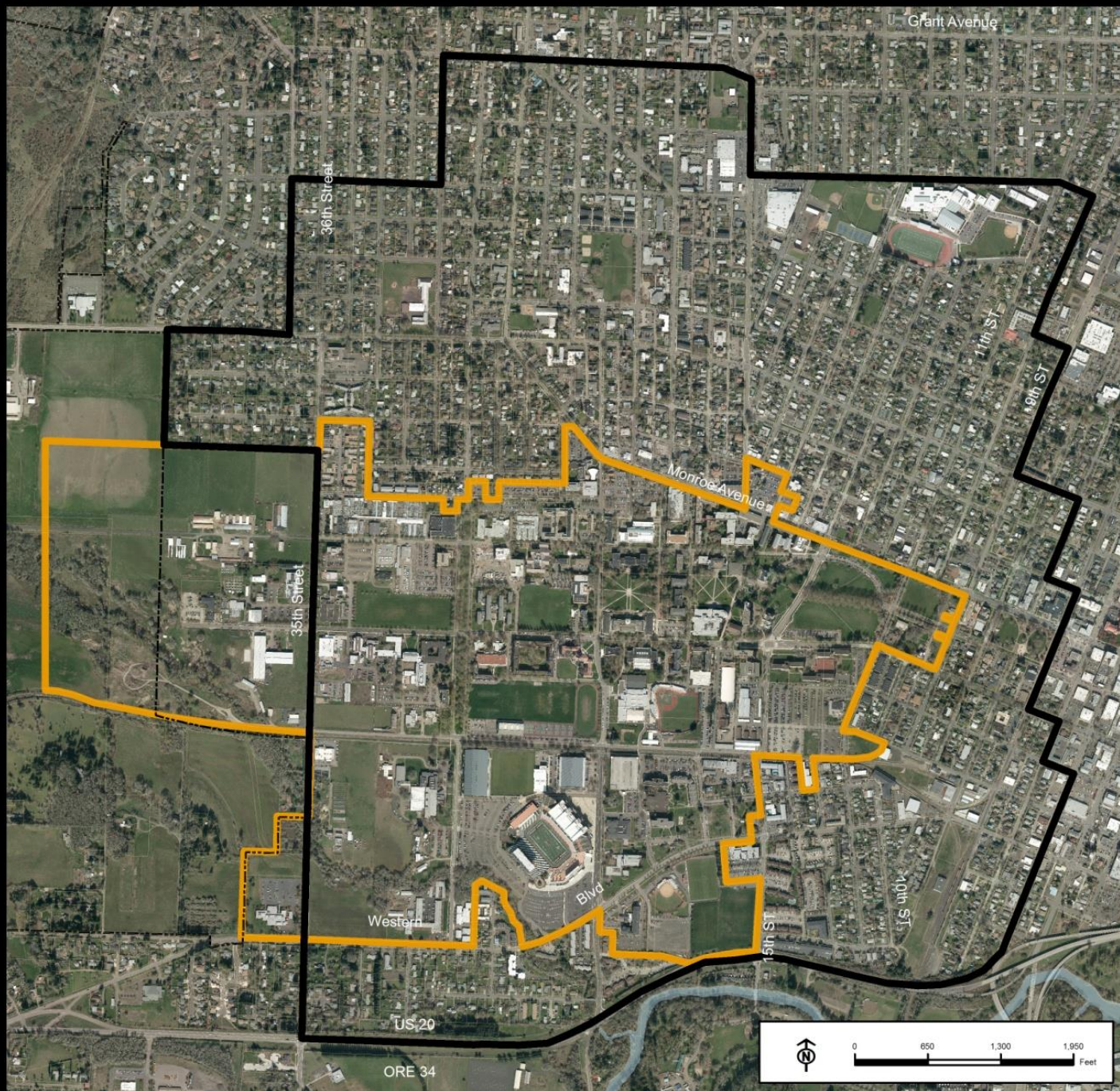


# Project Background







- U.S. economy and “housing bubble”
- Historically low interest rates
- OSU Enrollment – 30% increase 2006-2012 (6,000 students)
- Rental vacancy rate – 2% or less
- Land Use Planning – campus neighborhoods
- Increasing “town-gown” tensions





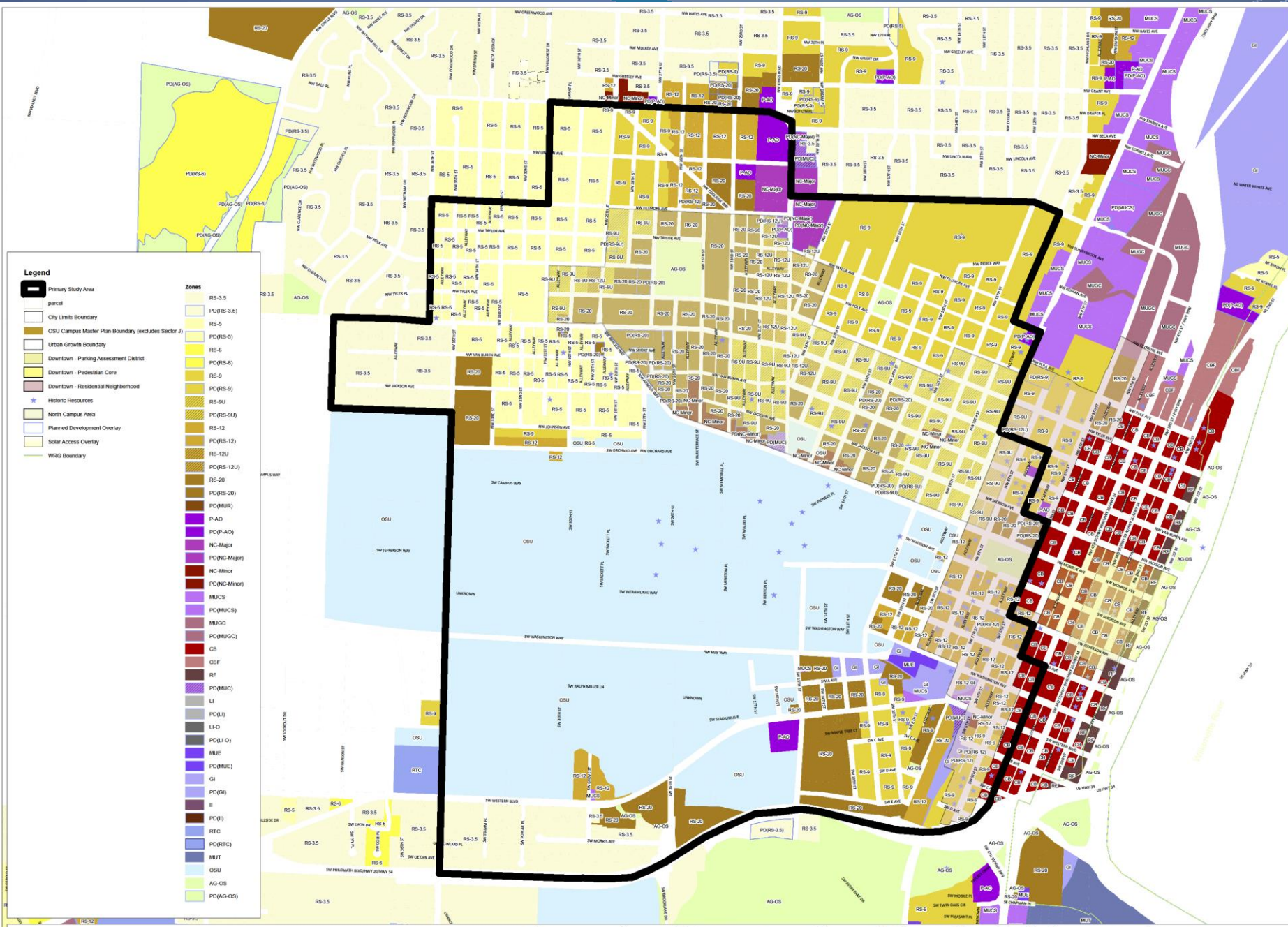


**Legend**

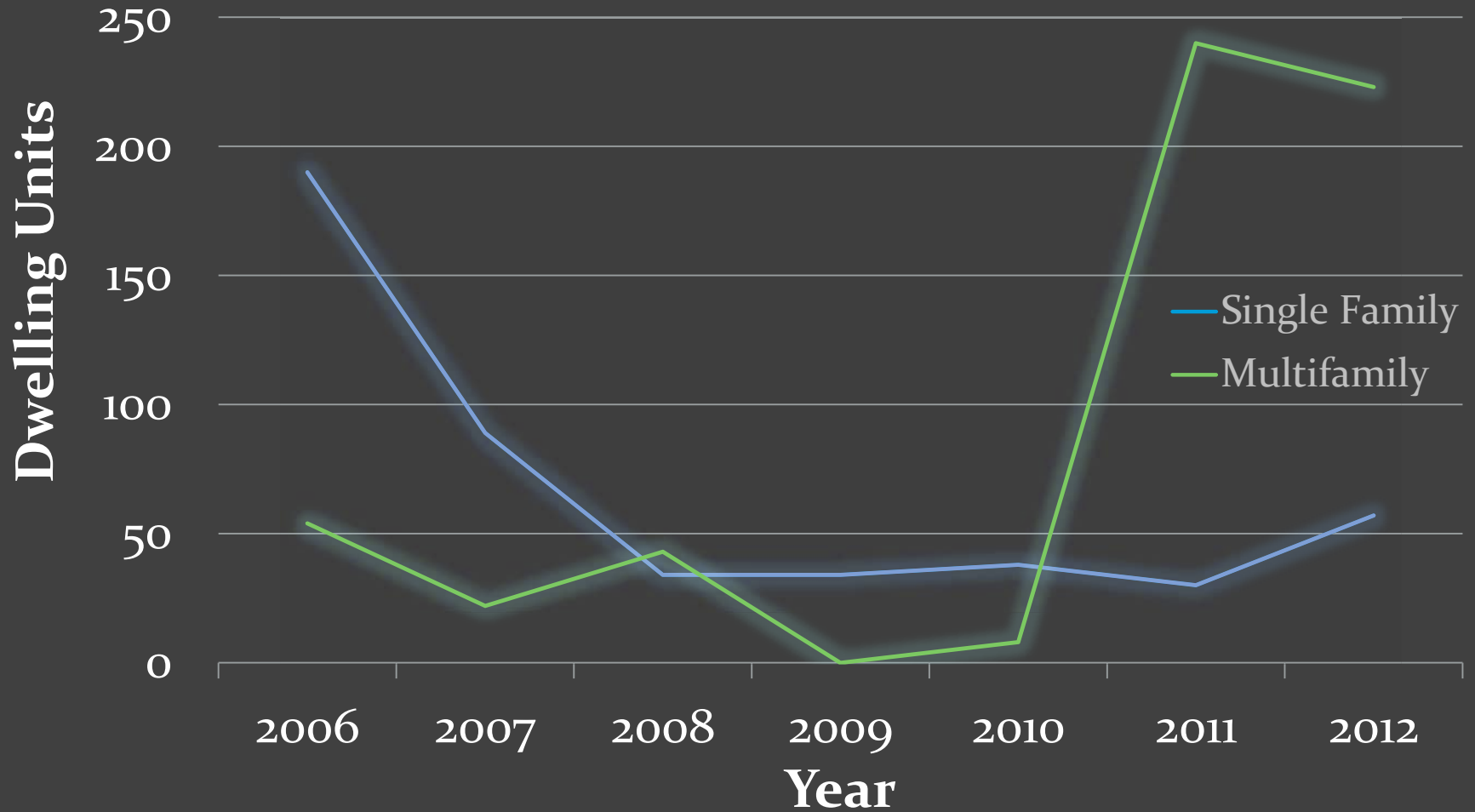
-  OSU / City Collaboration Study Area
-  OSU CMP Boundary (excludes Sector J)
-  parcel
-  City Limits Boundary
-  Urban Growth Boundary
-  Rivers





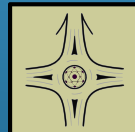


# Residential Construction Activity 2006-2012



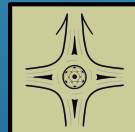


# Project Framework



# Community Engagement

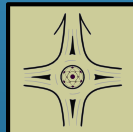
- Public Outreach Forums – three initial
- Bi-monthly Work Group Meetings – 90+
- Strategy-specific Forums
  - Neighborhood Parking Management
  - Property Maintenance Code
  - Neighborhood Relations





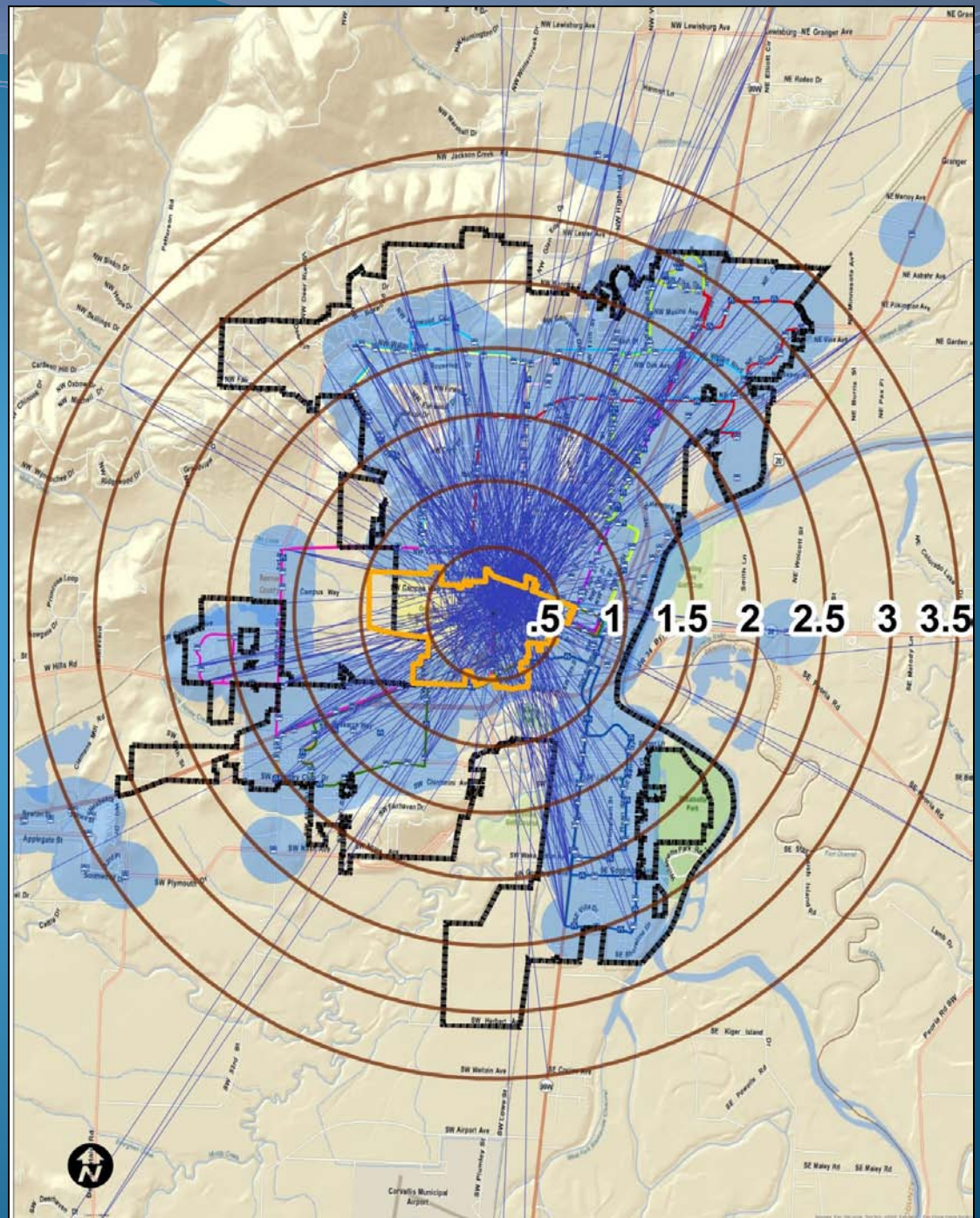
# PARKING AND TRAFFIC

- Improve neighborhood parking conditions
  - Increase on-campus parking utilization
  - Manage neighborhood parking utilization
- Improve neighborhood traffic conditions
  - Increase transit/alt-modes use
  - Re-assess transportation planning models



# Car Trips

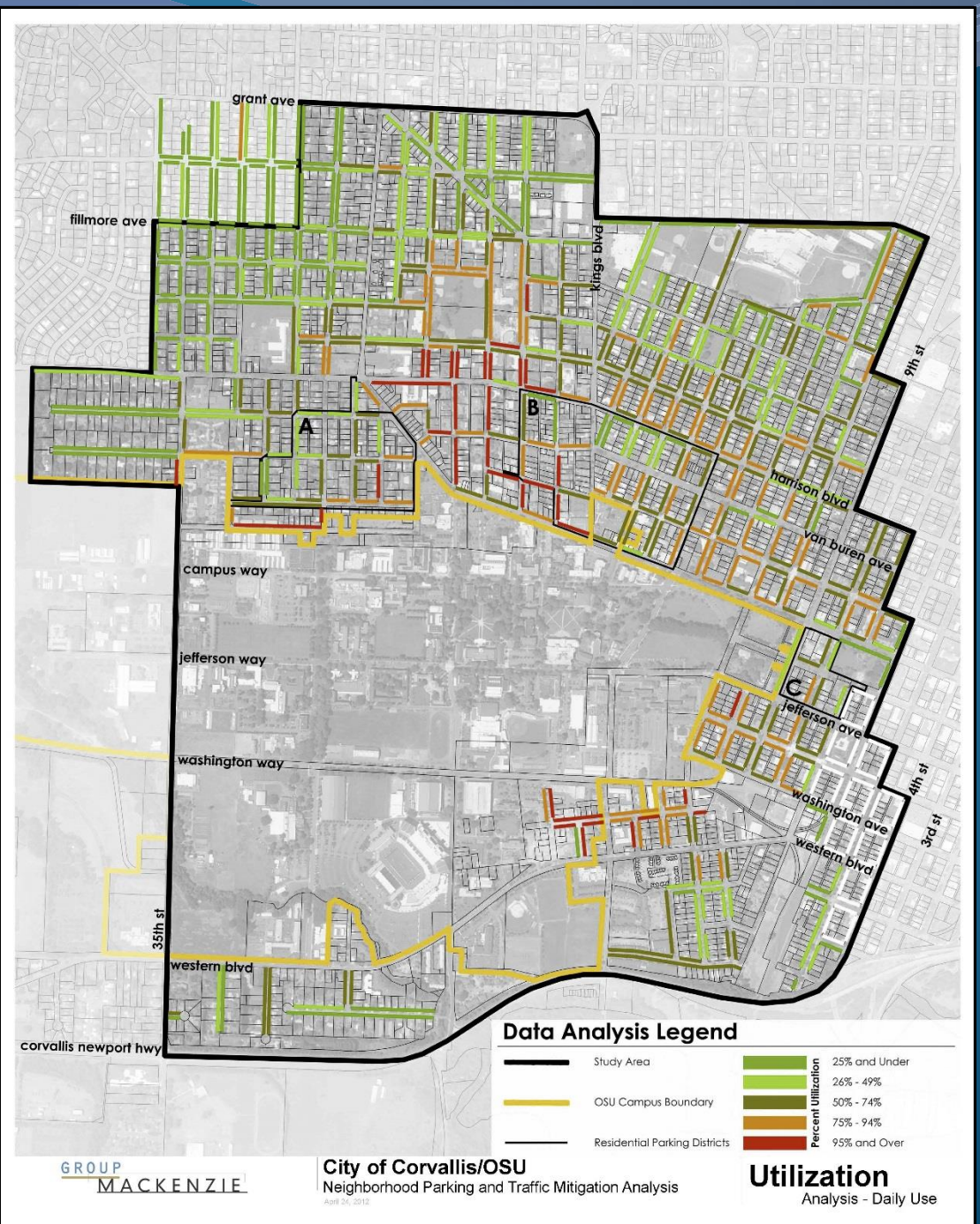
- 40% of all trips
- 80% within transit service area
- 10% of all trips use transit





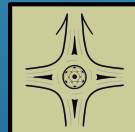
# Parking

- Up to  $\frac{3}{4}$  mile from campus core
- Utilization 75%
- On-campus lots underutilized



# NEIGHBORHOOD LIVABILITY

- Education and Outreach Programs
  - Neighbor-to-neighbor (N2N) relations
  - Off-campus living education
- Amendments to Municipal Code
  - Drinking, noise, trash, disruptive behavior
  - Property maintenance program
- Community Relations Program





## College Life: Corvallis

Corvallis Collaboration 2013-14



### Welcome to the Community

The Corvallis community is a great place to live, with friendly neighbors, beautiful tree-lined streets and a variety of people of all ages and backgrounds living close together. To help you navigate community living, we have created this handy guide. The City of Corvallis and Oregon State University work together to promote good relations and a healthy community among residents, both student and non-student. You can help by getting to know your neighbors and respecting your community.

2  
4  
6

Tips for a legal  
and safe party

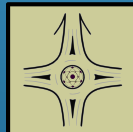
Creating lasting  
relationships  
with your  
neighbors

City ordinances  
and information

- Awareness of state and local laws
- Law enforcement communication
- Landlord engagement
- N2N communication
- Enforcement impact

# NEIGHBORHOOD PLANNING

- Optimal Locations for Student Housing
  - On-campus options
  - Downtown, “greenfields”, infill
- Amendments to Land Development Code
  - Historic neighborhoods
  - Infill development/redevelopment
- Rezoning – Options and Trade-offs







Foursquare, 2%



Queen Anne, 2%



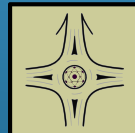






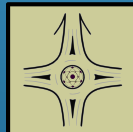
# PROJECT OUTCOMES

- *N2N* – new education and outreach strategies
- *Public Transit* – funding, marketing, service increased
- *On-campus Student Housing* – new options explored
- *Parking and Traffic* – coordinated management
- *Infill Development* – neighborhood-based standards
- *Landlord Engagement* – improved communications
- *Town-Gown Resources* – strategic staffing increases
- *Community Relations* – “Madison Avenue Hotline”



# LESSONS LEARNED

- Universities are cities within cities
- Community Engagement... it's an OPPORTUNITY and an OBLIGATION
- Students are people (and residents), too
- Understand roles – how people can and cannot help
- Communication is key





# LESSONS LEARNED

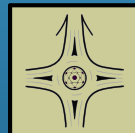


## **Council approves levy that would charge OSU for police service**

JULY 16, 2013 8:00 AM • [BY JAMES DAY, CORVALLIS GAZETTE-TIMES](#)

The Corvallis City Council approved a property tax levy Monday night for the November ballot that would leave Fire Station No. 5 closed, add Sunday hours for the library and charge Oregon State University for police services.

The levy, if approved, would produce about \$3.2 million per year for five years and cost property owners approximately 82 cents per \$1,000 in assessed value. The levy also would raise \$600,000 per year to offset the loss of property tax revenue in the Hewlett-Packard tax appeal case.



# LESSONS LEARNED



## **OSU says it can't just turn over funds to city to pay for police**

JULY 17, 2013 6:00 AM • BY JAMES DAY, CORVALLIS GAZETTE-TIMES

Sparks continued to fly a day after the Corvallis City Council included a bill to Oregon State University for police services in a property tax levy councilors approved Monday night for the November ballot.

One of the pieces of the \$3.3 million-a-year package calls for the addition of three police officers; a fourth officer's hiring is contingent on OSU bearing the cost, which is about \$100,000.

"It is our legal opinion that we cannot just take state funds intended for higher education and give them to another public entity," said Steve Clark, the OSU vice president for marketing and university relations, said Tuesday.





# LESSONS LEARNED



## **Just what happened at that “intense” meeting between the city and OSU?**

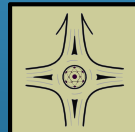
AUGUST 13, 2013 9:30 PM • BY JAMES DAY, CORVALLIS GAZETTE-TIMES

Monday morning a contingent of Oregon State University administrators met with top city of Corvallis leaders to discuss the inclusion of a charge to the university for police service on a planned property tax levy.

Representing the city were Mayor Julie Manning, Council President Richard Hervey, Council Vice President Biff Traber, veteran councilor Hal Brauner and City Manager Jim Patterson.

President Ed Ray and vice president for marketing and university relations Steve Clark were there from OSU.

After the meeting Manning called an emergency City Council session for Tuesday to discuss the issue. Yes, they did discuss the issue, but the handout from the city included the striking out of the section which called for OSU to pay so there wasn't a lot of drama to the meeting.



# LESSONS LEARNED



## **Council to revisit decision to charge OSU for a police officer in the levy**

AUGUST 13, 2013 5:00 AM • BY JAMES DAY, CORVALLIS GAZETTE-TIMES

Councilors to hold emergency meeting tonight to discuss the matter

By JAMES DAY

Corvallis Gazette-Times

The Corvallis City Council has scheduled an emergency meeting to consider a revision of the property tax levy set for the November ballot.

The revision to be discussed at 6 tonight at the Corvallis-Benton County Public Library, if approved, would remove the requirement that Oregon State University pay for a Corvallis Police Department officer.

Councilors voted 7-2 on July 15 to include in the levy the OSU contribution for one officer — one of four new hires who would address livability issues stemming from OSU's growth.





# LESSONS LEARNED



## City drops plan for OSU to pay for police

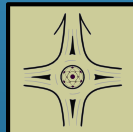
AUGUST 14, 2013 6:00 AM • BY JAMES DAY, CORVALLIS GAZETTE-TIMES

*Council reverses requirement from July vote on levy*

Reversing a decision from last month, the Corvallis City Council voted unanimously Tuesday at a hastily called meeting to remove an item from its proposed tax levy that required Oregon State University to pay for a city police officer.

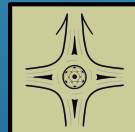
Councilors had voted 7-2 on July 15 to include the OSU mandate because of concerns that the university was not paying its fair share for neighborhood livability issues that stem from enrollment growth.

But after hearing Monday morning from a group of OSU administrators, including President Ed Ray and vice president for marketing and university relations Steve Clark, councilors concluded that the steps the university has taken eliminated the need to include the officer requirement in the levy.



# LESSONS LEARNED

- Leverage your strengths
- Understand the “problem” from all sides
- It takes a village...
- The work is never done...
- ...it starts again, next fall & change happens in 5 year increments
- Celebrate the successes





# PROJECT RESOURCES

- Collaboration Corvallis website: [www.collaborationcorvallis.org](http://www.collaborationcorvallis.org)
- Eric Adams: [plannext@gmail.com](mailto:plannext@gmail.com)
- Robert Reff: [robert.reff@oregonstate.edu](mailto:robert.reff@oregonstate.edu)

